

# Evaluating Fact, Fiction, and History

It's always good to remind yourself of your business' strengths. After serious contemplation, you will find where you shine and where opportunity is hiding in the shadows. Equally important, you may discover where your history is misleading your future. Use the checklist below in three separate ways: First, rank your store as the way you see it – it's best to stand in the middle of your store as you do your evaluation; second, have each employee separately offer their thoughts by using the form; and third, once again fill out the form using reports of sales, new customer count, and Rx volume.

By now you have a good deal of information. Some are facts, some is fiction, and some is history. Now you have some sorting to do – sorting that will help shape your financial future.

## Instructions

Rank the reasons why customers continue to shop your store and why new customers choose your pharmacy. Leave blank the choices that do not pertain to your location. I have crossed out what most people think is obvious.

### Current Customers

<input checked="" type="checkbox"/>	<del>Customer Service</del>
<input type="checkbox"/>	Location
<input type="checkbox"/>	Hours
<input type="checkbox"/>	OTC selection
<input type="checkbox"/>	Gifts
<input type="checkbox"/>	Greeting cards
<input type="checkbox"/>	Drive-thru
<input type="checkbox"/>	Compounding
<input type="checkbox"/>	Fitting room access
<input type="checkbox"/>	Consulting
<input type="checkbox"/>	Durable medical equipment
<input type="checkbox"/>	Radio ad
<input type="checkbox"/>	Newspaper ad
<input type="checkbox"/>	Facebook
<input type="checkbox"/>	Website
<input type="checkbox"/>	Sales flyers/circulars
<input type="checkbox"/>	Direct mailing
<input type="checkbox"/>	Parking
<input type="checkbox"/>	OTC pricing
<input type="checkbox"/>	Vitamins
<input type="checkbox"/>	Compounding
<input type="checkbox"/>	Interior ambiance
<input type="checkbox"/>	Dollar section
<input type="checkbox"/>	Diabetic supplies
<input type="checkbox"/>	Food & Snack
<input type="checkbox"/>	Delivery
<input type="checkbox"/>	School supplies

### New Customers

<input checked="" type="checkbox"/>	<del>Customer Service</del>
<input type="checkbox"/>	Location
<input type="checkbox"/>	Hours
<input type="checkbox"/>	OTC selection
<input type="checkbox"/>	Gifts
<input type="checkbox"/>	Greeting cards
<input type="checkbox"/>	Drive-thru
<input type="checkbox"/>	Compounding
<input type="checkbox"/>	Fitting room access
<input type="checkbox"/>	Consulting
<input type="checkbox"/>	Durable medical equipment
<input type="checkbox"/>	Radio ad
<input type="checkbox"/>	Newspaper ad
<input type="checkbox"/>	Facebook
<input type="checkbox"/>	Website
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<input type="checkbox"/>	Dollar section
<input type="checkbox"/>	Diabetic supplies
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